

# Claims

- [c1] 1. An addressable receiver display unit mounted on retail shelf comprising: a system to prevent inadvertent removal of said portable display receiver units from the shelf, having a network access interface, a microcontroller, a display man machine interface for communicating with the unit and a software program to decode input. 2. For claim 1, the access interface is either over ISM RF or either over terrestrial digital commercial FM/AM radio broadcast or over Satellite broadcast network. 3. An antenna according to claim 2 which is shielded to prevent interference with other wireless systems supplying that detected signal to baseband processor. 4. For claim 1, a controller having a software program to decode the captured message, filter the message and take appropriate action of discard, accept, process and send to display. 5. For claim 1, man machine interface is a display unit to display multimedia info. 6. For claim 1, additional MMI of plurality of blinking LEDs to attract viewer for special promotion. 7. For claim 1, man machine interface having means to key in external input via few buttons. 8. For claim 1, display receiver having means for providing an address either hard code (factory burned) retrievable us-



ing said 4. 9. A stand-alone local controller unit comprising means for transmitting signals to said portable receiver units for local foot print. 10. For claim 9, local controller having a transmitter antenna capable of propagating said signal to the far end of the all the local defined display receiver. 11. For claim 9, address allocation via said local controller 9 assigning the said address to said receiver 1 using man machine input method said 7. 12. For claim 9, alternate method of entering pre-burned address to said local controller. 13. A local controller unit according to claim 8 which provides means to test display receiver units. 14. For claim 1, means to test said display receiver comprising a push-to-test button. 15. For claim 9, a bit indicator indicating change in broadcast status, allowing receivers of claim 1 to remain sleep if no change in the broadcast message. 16. For claim 9, controller having an optimized scheduling scheme to schedule, receivers to wake up and sleep those which do not detect there address group. 17. A communications system for providing information to a regional foot print display receiver, comprising: a plurality of local controllers positioned in different locations of a designated area and configured for receiving information from a master network controller; a communications unit destined for transmission of information to each of the local controller. 18. The communications system of claim 17,



wherein the communications unit is a central processing unit, which is connected to the local controllers over circuit/packet or wireless, wired CATV or composite network infrastructure. 19. A communications system comprising over terrestrial digital broadcast FM/AM radio for providing information to a regional foot print display receiver, comprising an information source communicating with the broadcast station system studio over switched circuit/packet network and broadcast station system transmitting the information to receivers of its coverage foot print and display receivers equipped with digital FM/AM decoder said claim 2 for decoding the broadcasted information, filtering and displaying to the display unit. 20. A communications system comprising over satellite digital broadcast FM/AM radio for providing information to a regional and national foot print display receiver, comprising an information source communicating with the satellite broadcast station system studio over switched circuit/packet network and satellite broadcast station system uplink to satellite , then down link transmitting the information to receivers of its coverage foot print and display receivers equipped with satellite receiver decoder said claim 2 for decoding the broadcasted information, filtering and displaying to the display unit.